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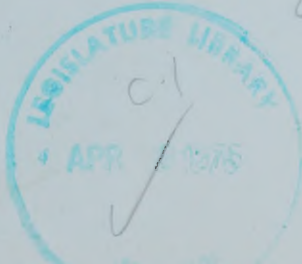


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1974~1975
ANNUAL
REVIEW
Travel Alberta



← Alberta



Alberta
BUSINESS DEVELOPMENT AND TOURISM
Travel Alberta



Tourism continues to play a vital role in the greater economic development of Alberta. Its value and contribution cannot be underestimated.

This, the third annual review for Travel Alberta presents an illustrated record of the Department's accomplishments for the 1974-75 season, a year typified by dramatic change of many types.

It is a good record showing substantial progress in new areas important to the future success of tourism in the Province. It is my honour to submit to the Government and people of Alberta the Annual Review for Travel Alberta for the fiscal year ended March 31, 1975.

A stylized, handwritten signature in black ink, appearing to read "R. W. Dowling".

R. W. Dowling,
Minister of Business Development and Tourism.





Two years ago, writing in the first Travel Alberta annual review, I outlined our objective of developing promotion and facilities in Alberta to attract tourism on a consistent, year round basis.

Progress towards this goal has been significant. In the 1974-75 year, revenue from tourism reached \$528 million, a 13.7 per cent increase over the previous year. Our record in 1974-75 is a good picture of how the people at Travel Alberta work hard to ensure the continued success of the Department and its programs.

For Marketing at Travel Alberta, the pressure was on early in the year with the abrupt arrival of the energy "crisis". Members of Marketing acted quickly, analyzing the situation and its potentially harmful effect on tourism in the Province.

The consequent development of a new marketing strategy directed to the travel wholesaler rather than the individual consumer was a wise move. This strategy, combined with the concentration of promotion in key potential market areas, helped turn dismal predictions around. Tourism in Alberta grew and the year overall was a sound success.

Enquiries were up which naturally prompted a rise in the number of Travel Alberta mailings. Indeed, the "season peak" for mailing was extended by almost two months because of the interest generated by Travel Alberta marketing and advertising campaigns.

Information Services also conducted a mailing effectiveness survey in the 1974-75 season. The survey examined the difference in delivery times between first and third class mail. And, as a result, Travel Alberta will realize substantial savings on postage in the future.



For Planning and Development, it was a year highlighted by important studies. Two in particular—the study of campgrounds in Alberta and the trails study—have made recommendations to the government which will significantly alter, for the better, the current state of these issues.

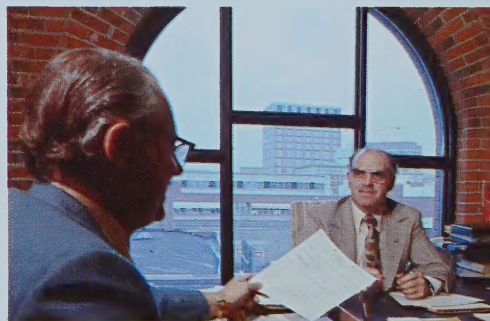
As you will see in the report from Administration, our general expenditures were within 1.8 per cent of our budget despite double digit inflation during 1974-75. Diligence in maintaining balanced spending has yielded good results for Travel Alberta and, I am sure, will continue to in the coming seasons.

Our relations with the 14 member zones of the Travel Industry Association of Alberta were greatly enhanced in the 1974-75 year. Travel Alberta's promotional programs gave a substantial boost to tourism throughout the Province and for the TIAALTA zones, this was directly realized in increased tourist numbers.

Alberta as a year round attraction is developing at a tremendous rate. This growth has been furthered by cooperation in all levels of government and between government and the private business sector of the Province devoted to tourism.

Such cooperation was an important but largely invisible key to the general success of 1974-75 for Travel Alberta, a success that is reflected in the enrichment of lifestyle for all Albertans.

As Executive Director of Travel Alberta it is my honour to present the Annual Review for Travel Alberta for the fiscal year ended March 31, 1975.



D. A. Hayes,
Executive Director,
Travel Alberta



ADMINISTRATION

Administration of the diverse activities at Travel Alberta in the 1974-75 year was punctuated by several significant developments.

The turnover in August of administrative responsibilities for Consumer Affairs to the newly staffed administration unit of that department was one of the most visible.

In fact, this was the last step in the Department of Consumer Affairs assuming autonomy as an individual government department. Previously, it had been part of Business Development and Tourism and as such shared its administrative tasks with Travel Alberta.

Increased executive involvement with the Travel Industry Association of Alberta (TIAALTA) and with participants in the Travel Alberta Zone Assistance Program was an important inroad in relations with these groups.

The purpose of this involvement was to generally assist the zones with auditing and the applications cost control measures for the various government-assisted projects occurring within the zone.

This gesture was well received by the zones and helped foster substantially improved operations.

Within the 1974-75 year, members of Administration completed their assignment for Alberta's Royal Canadian Mounted Police, Century Celebrations Committee.

FINANCIALS

Expenditure:

Administration	\$551,658
Planning & Development	263,877
Marketing	605,937
T.I.S.	956,975
T.I.C.	157,889
Field Offices	68,808
TOTAL	\$2,605,143

Advertising	\$470,063
Printing	603,986
Grants	318,925
General Op.	648,835
Manpower	563,334
TOTAL	\$2,605,143

Actual expenditures for the 1974-75 fiscal year proved to be within 1.8 per cent of the budgeted totals, an improvement for the department as a whole.



PLANNING AND DEVELOPMENT

The Planning and Development Department at Travel Alberta is composed of three divisions, each responsible for distinct tasks—planning, development and research.

Planning attends to manpower issues related to the tourism industry at large in Alberta as well as to convention and incentive travel programs.

The Development branch works closely with the Alberta Opportunity Company in the development of destination areas within the Province.

The Research branch within Planning and Development is responsible for major studies on wide ranging tourism industry issues as well as marketing and industry research and economic analysis of tourism as a whole in Alberta.



Special Projects

The 1974-75 year saw a variety of important research and development projects initiated by Travel Alberta's Department of Planning and Development. Two projects in particular stand out.

The larger project centered on camping and campgrounds in the Province and arose in response to a number of concerns voiced mainly in the private business sector.

The basic issue was competition between public, government-funded and operated campgrounds and the campground as a viable private business venture.



Owners of private campgrounds felt competition from government campgrounds was too great, that there was a lack of campground signing pointing out private facilities and that there was virtually no marketing information available to the campground business community to aid in defining its market potential and availability.

An intense, year-long study was carried out by the Department. Government assistance for private campgrounds was effectively frozen for this period until it could be determined whether or not the concept of private campgrounds was a workable one from a business viewpoint.

A series of wide-ranging recommendations were made as part of a major report on the subject. These recommendations are currently before the Minister of Business Development and Tourism.

The second project concerned the use of trails in Alberta and the investigation of establishing an organized trail network or system suitable to every recreational activity which requires a trail.

Research and study concentrated on trails classification and on a method of management which would lend itself to province-wide use.

The initial information on the problem was taken from a set of public hearings held two years previous.

The study was conducted as an inter-governmental effort under the auspices of the Alberta Government Recreational Committee. The project reports and recommendations are currently under review.



Expansion of Services and Staff

Changes within the department were most visible in staff organization with the development of two new positions.

In response to the growing ability of Alberta to host increasingly large conventions, a Coordinator for Conventions and Incentive Travel was appointed. The responsibilities of this new position included providing overall coordination throughout the Province of diverse convention and incentive travel programs, facilities and sales activities.

Additionally, the appointee was charged with providing a provincial profile in regional, institutional and international markets and encouraging further development of this type of business in Alberta.

Both convention and incentive travel are high revenue producing businesses. Incentive travel, for example, generates an estimated \$750,000,000 annually in North America.

The Planning Section of Planning and Development received an additional staffer. The report on the Impact of Tourism on Alberta was directly related to this addition.

The tourism manpower education specialist provided a government base for private industry to draw upon as a resource in developing tourism career development programs. Such career planning is widely regarded within the industry as being vital to the successful establishment of tourism professional services and a strong, reliable labor pool oriented toward hospitality services.

A provincial advisory committee on manpower needs, training and career opportunities for tourism generally was established as a joint private sector / government venture.

Members of the committee were assigned a four-fold task under the mandate of that group:

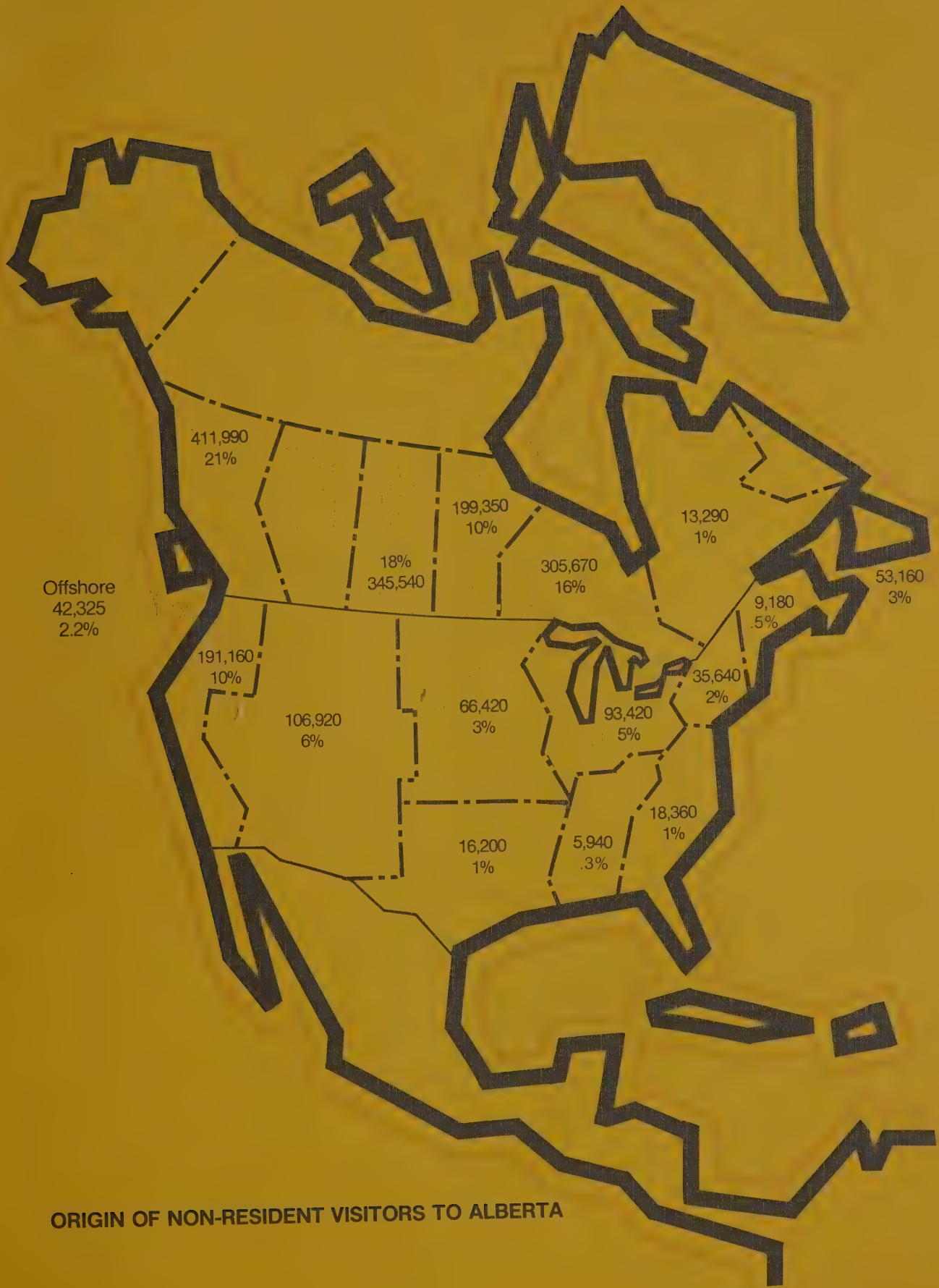
- 1) determine manpower needs of the tourism industry over the next few years
- 2) identify the problems of labor in tourism
- 3) examine training programs currently available for development of industry labor
- 4) develop better methods of training and further develop career opportunities within the industry.

This program is still underway. The Director of Planning and Development chairs the committee which is a formal sub-committee of the Federal / Provincial Manpower Needs Committee and reports regularly to both the senior committee and Travel Alberta on progress and activities.

Further development of the recently implemented Travel Association Zone Assistance Program (TAZAP) was also pursued in the 1974-75 period. The program was designed to provide more equitable funding for Travel Industry Association of Alberta tourist industry zones.

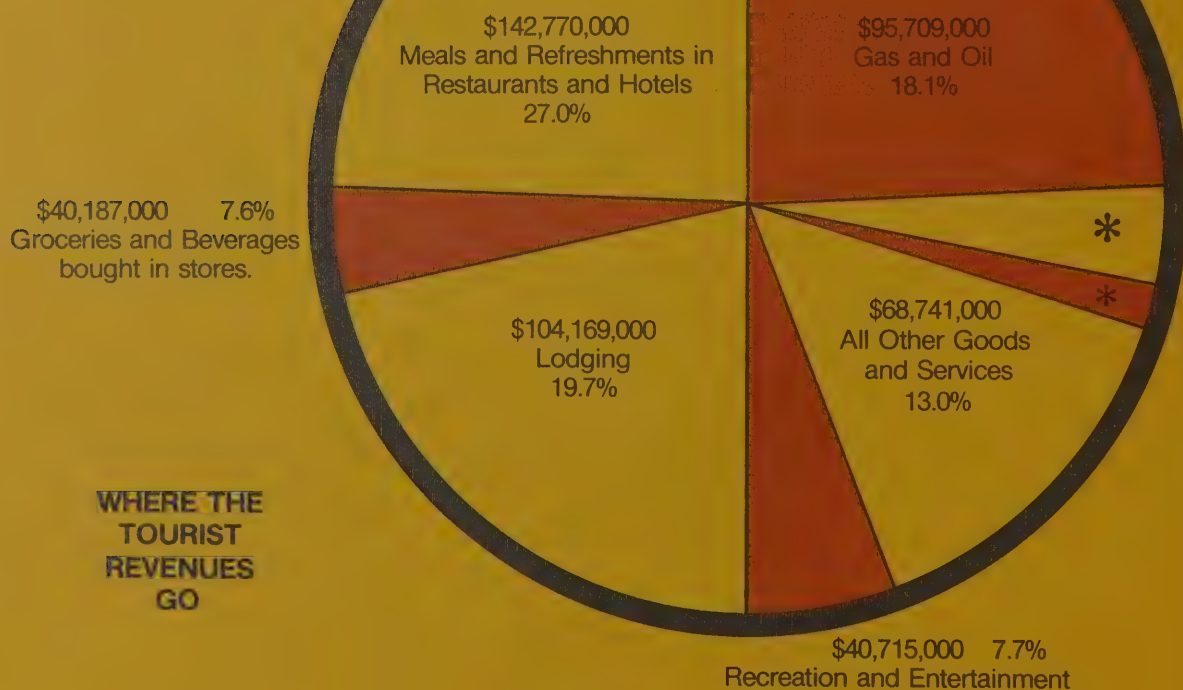
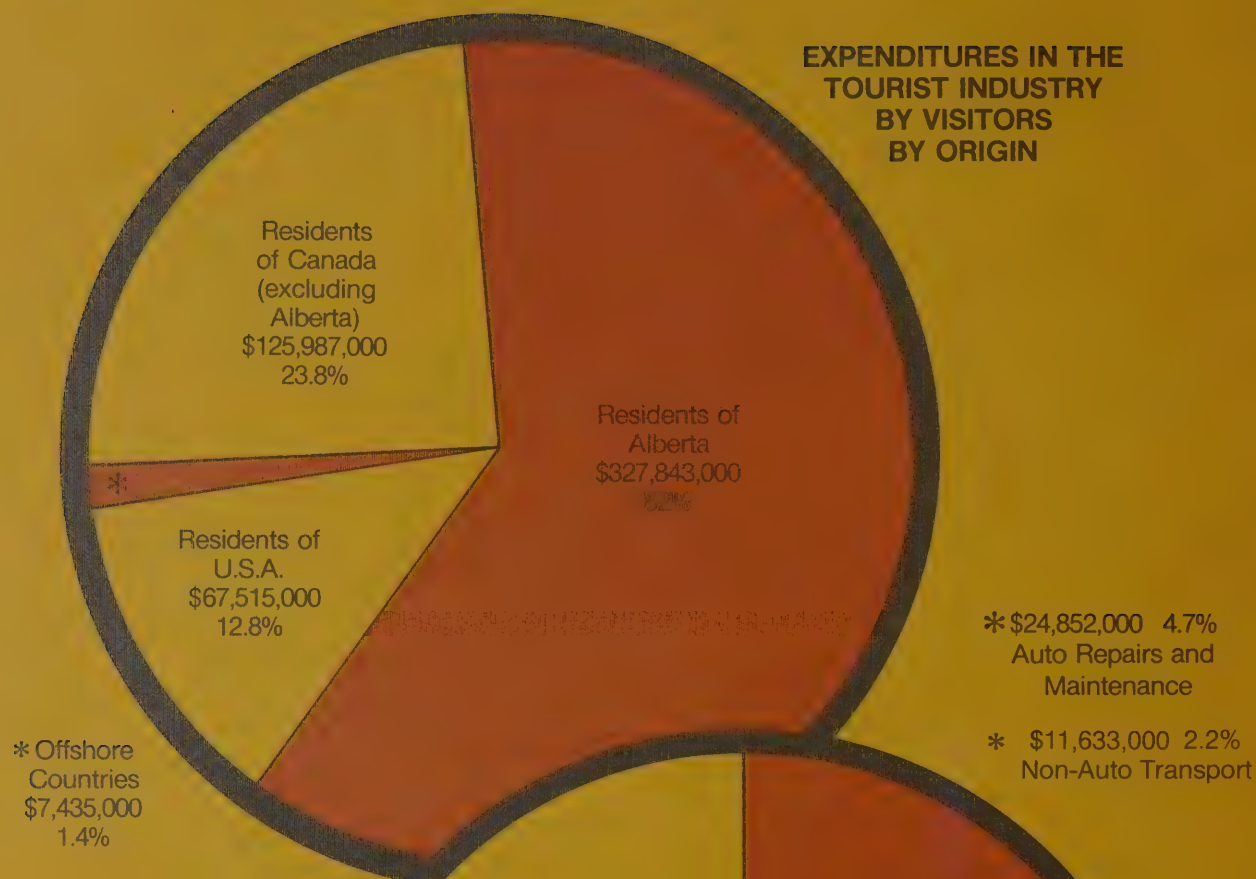
Response to the program has been high and continues as the government—through this program—supplies funds on a cost-sharing basis to aid in the completion of specific industry “boosting” projects in the Province.



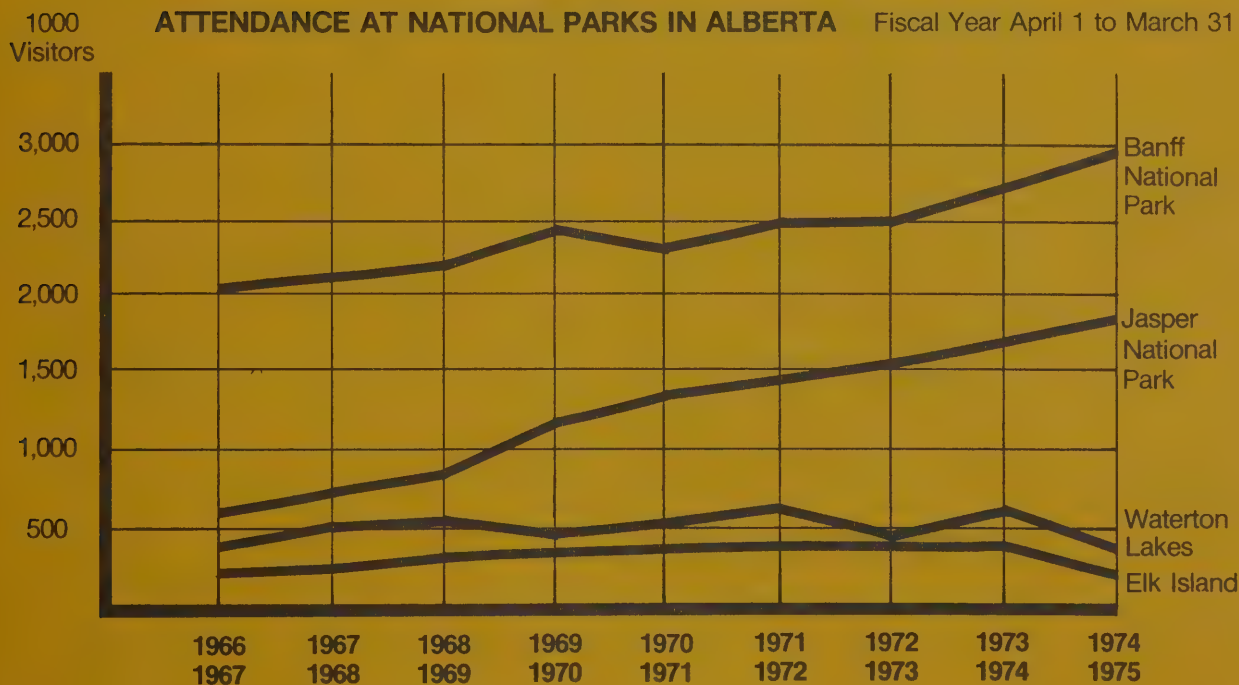
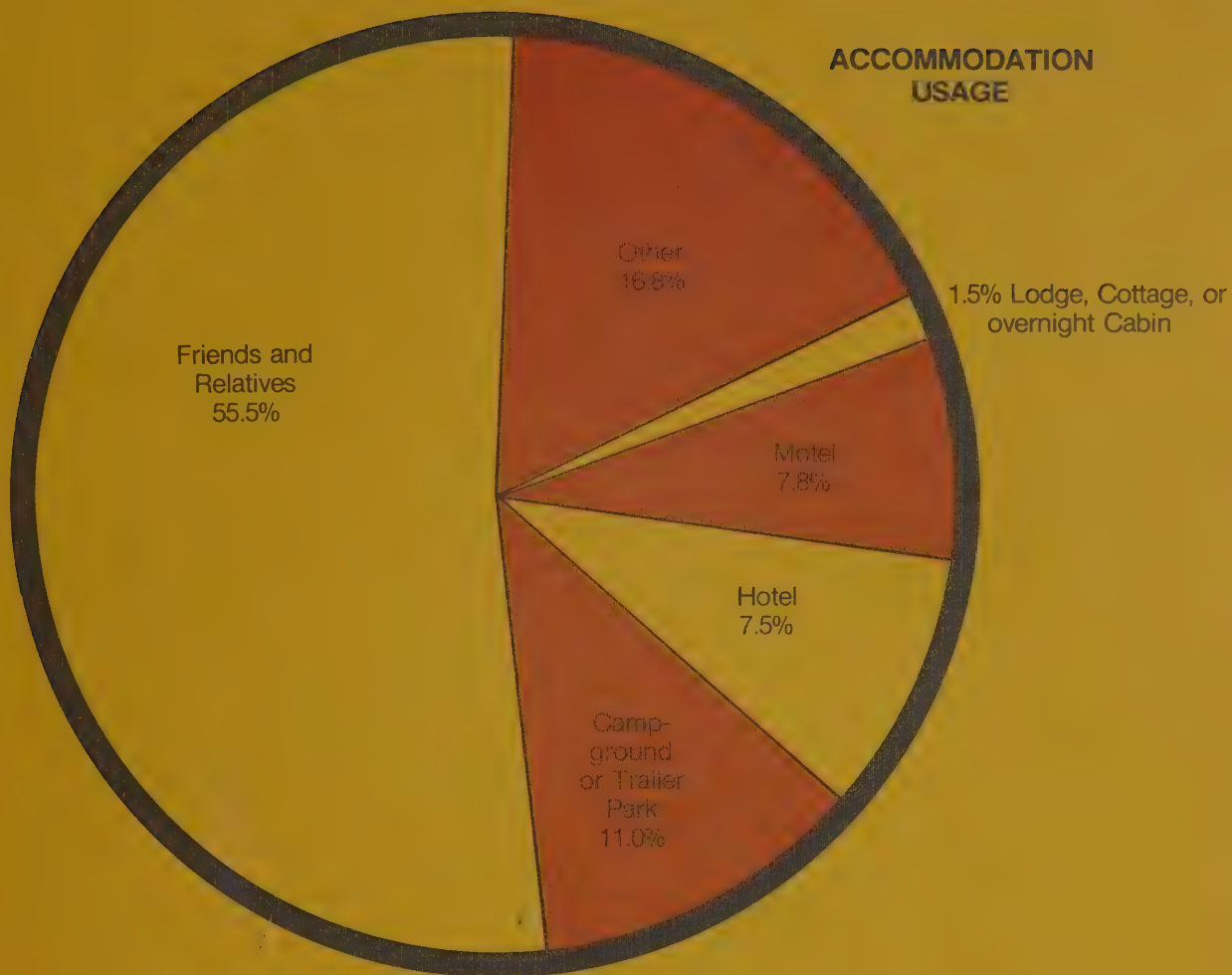


ORIGIN OF NON-RESIDENT VISITORS TO ALBERTA

EXPENDITURES IN THE TOURIST INDUSTRY BY VISITORS BY ORIGIN



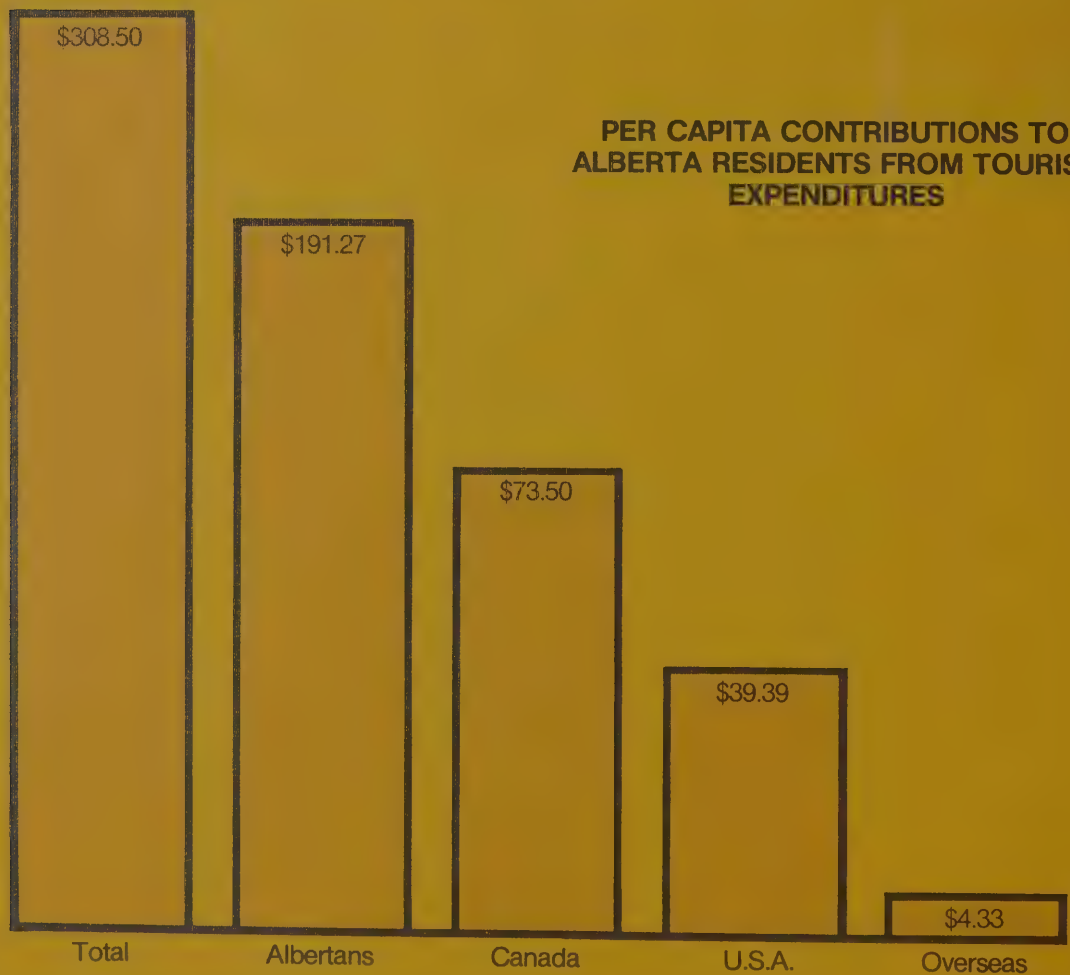
WHERE THE TOURIST REVENUES GO

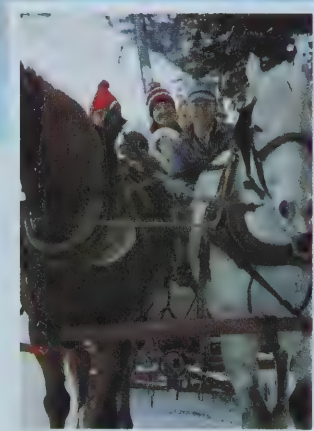


**PER CAPITA EXPENDITURE OF
TOURIST ON VISITS IN ALBERTA**



**PER CAPITA CONTRIBUTIONS TO
ALBERTA RESIDENTS FROM TOURIST
EXPENDITURES**





MARKETING

New Mandate for Marketing

International headlines in spring, 1974 heralded a new, potentially disastrous world problem . . . a shortage of energy. The resulting "energy crisis" produced wide ranging reaction, shortages and soon after, soaring petroleum prices. For the Marketing Department of Travel Alberta, it produced one of the most dramatic years of activity ever.

Marketing was charged with developing sound, exciting promotional campaigns to attract international attention, and tourism, to Alberta. Such campaigns are carefully planned and all indications showed a good forecast for tourism in the Province.

The energy crisis, however, changed that forecast and the strategy of promotion, taking the accent off the individual traveller and placing it on the travel agents. In other words, the new mandate in marketing was to "sell the seller".

The marketing plan was adjusted to focus on a region reaching from Edmonton through the Northwest portion of the United States. The region was defined according to an estimate on how far people in the U.S. would be willing to drive to reach Alberta.

Promotion within this zone centred on the automobile vacationer. Outside the zone, it concentrated on those who would be most likely to take fly-drive vacations, and package tours.



Travel Alberta participation in consumer oriented travel shows was markedly reduced in favor of appearing in shows directed exclusively towards the travel trade. This plan was not applied to Canadian markets however. The energy crisis did not have the same strong grip on Canadians at the time and indications continued to show most Canadians were not concerned enough over the crisis to restrict them from driving to Alberta.

As the crisis progressed, Marketing developed an intensified regional campaign throughout Canada and the U.S. Again, the emphasis was on reaching the travel trade portion of the tourism industry.

Under this program four major market regions were established, and a marketing consultant assigned to each area. Consultants were assigned two main duties: to promote Alberta as a year-round destination and to thoroughly assess and analyze the tourists to Alberta market potential in each of their respective districts.

Each consultant was required to spend about 25 per cent of his time within the area. In regions of high market potential, this effort was often intensified so that some consultants spent as much as 35 to 50 per cent of their time promoting Alberta within their region.





Special Projects

Among the variety of special projects undertaken within the Marketing Branch, two in particular represent significant inroads in Travel Alberta promotion.

The Department participated and was highly visible in the Canadian Government Office of Tourism's 10th anniversary in Japan. Travel Alberta executives accompanied by three Albertan entertainers joined the promotional tour in visiting six Japanese cities and the Crown colony of Hong Kong.

Members of Marketing also took part in the Federal Department of Agriculture's all-breed livestock project in Mexico. This project provided three important opportunities:

- 1) to complement the Agriculture Department which has strong, established trading programs currently in operation in Mexico.
- 2) to investigate first hand the tourism business potential within the Mexican cattle business sector.
- 3) to introduce Alberta as a tourist destination to this sector.
- 4) to encourage group tour business and promote the packaging of tours by Mexican wholesalers and air carriers.

Both programs produced new opportunities for Travel Alberta to expand the success of its promotion in important but relatively untouched market areas.

Winter and Ski Promotion

The 1974-75 year was generally not as successful as the previous year for winter activity in the Province, despite vigorous promotion. The critical factor was the presence of an unusually mild winter and a consequent lack of snowfall. As a result, the ski trade in the Province experienced a comparatively slow season.



Further complicating was the decision of Air Canada to expand its "Skifari" program throughout all its destinations including overseas markets. Formerly "Skifari" had applied exclusively to Alberta and British Columbia and consequently the effect of the program was widely diluted.

Progress in ski marketing was outstanding in the development of ski flight travel packages. However, generally these occurred simultaneously with new and increased air service into Alberta and extended route patterns into Edmonton. Air Canada inaugurated a direct San Francisco-Alberta service as did Northwest Orient with a Chicago-Minneapolis / St. Paul to Edmonton and Anchorage with connections to the Orient route.

Other important activities included:

- the development of a Montana-Alberta co-operative promotion program to encourage interest from within the California market to visit both areas as a destination package.
- the completion of a 30 minute audio-visual marketing technique slide presentation for the Travel Industry Association of Alberta, later adapted for varied audiences.
- the initiation of a plan to participate in Pacific Western Airlines "Great Canadian Adventure Tour" programs which cater to fishing, sports and special interest travelers, with the hopeful result of encouraging more travel from out of the Northwest Territories.
- participation in a program to encourage travel agents and travel wholesalers from Western Europe to meet with ground market operators to aid in the further development of international flight packages.

Progress in Ongoing Programs

Ongoing promotional programs make up a substantial part of Marketing activity.

"Fam" Tours:

Familiarization and educational tours were primarily oriented towards travel agents from Canada, the U.S., the United Kingdom and Europe. These are conducted on a cost sharing basis with the Canadian Government Office of Tourism as part of a large federal-provincial tourism program.

Most tours in this program concentrated on a "Travel West" approach, focussing on the type and variety of attractions in Alberta and British Columbia. In addition Travel Alberta organized and hosted several of its own Fam / Ed tours.

In 1974-75 these tours took on a new aspect. For the first time, participants were conducted on tours identical to existing tour packages. They were afforded a glimpse of the Province as a large number of tourists regularly see it, and were not given any special or potentially "biased" tours.

Visit Canada Tour Program

The Visit Canada tour program is conducted along similar lines, again in cooperation with C.G.O.T., but is devoted to the travel media, writers and travel commentators who reach consumers on a mass scale.



The highlight of this program was the tour of Southern Alberta by the Western chapter of the Society of American Travel Writers. Some 68 persons attended the tour and as a result, Travel Alberta was given wide ranging coverage... coverage which has proven its value and continues to spark consumer interest in the Province.

Visit Alberta

"Visit Alberta" was organized along the same plan as the familiarization tour and Visit Canada project, but was wholly sponsored by the Provincial Government.

The range of these programs was a reflection of the essential marketing approach of promoting Alberta as a year-round destination and of encouraging visitors to enjoy the less known areas all year round as well as the mountain areas and parks in the Province at times other than the peak summer season.



LET'S DO IT!

Creative innovation, perhaps more than any other single factor was responsible for the success of Travel Alberta's 1974-75 promotional campaign.

For the first time, the concept of organizing all promotional vehicles including literature, under one strong theme was introduced; the theme line chosen was "If you want what the rest of the world wants, let's do it. Travel Alberta!"

An exciting theme demanded exciting promotion and again for the first time, the department supervised production of four television commercials. These were shown in Ontario and Alberta, two of Travel Alberta's most major market areas.

Largely composed of existing film footage, the commercials did require an original story premise and opening. A film crew was sent to London, Paris, Rome and Cologne to produce openings depicting the familiar "World Magazine" staffer and her "man on the street" interviews.

Another "first" produced under the "Let's Do It" umbrella was the 64 page "Let's Do It" book. This literature provided equal space to the attractions and amenities of each of the 14 member zones of the Travel Industry Association of Alberta. The book proved very successful in encouraging tourist dollars to be spent more evenly throughout the Province. And some 200,000 lapel buttons imprinted with "Let's Do It" became an instant success almost as soon as they were available.

Working with Marketing, the strategy of advertising expenditures reflected the turn-around trend of U.S. travellers as a result of the energy "crisis".

With the abrupt arrival of the crisis, the American government promoted a strong "stay at home this summer and



conserve" message to citizens. Travel Alberta responded diplomatically to the U.S. domestic campaign and refrained from spending large amounts buying advertising space and time in the United States.

Indeed, 40 per cent of the entire promotional budget was spent in Alberta with the remainder split amongst Canadian and attractive international market areas.

The Travel Alberta advertising account was opened to public competition in the 1974-75 year. All advertising agencies in Alberta were eligible to compete. After a refined list of four major agencies was reviewed, and each of the four made a presentation, the account was awarded to Francis, Williams and Johnson Ltd. for the second time.

TRAVEL INFORMATION SERVICES

Disseminating information of all types to the travelling public is a wide ranging dictate for the Travel Information Services Branch at Travel Alberta.

Information at this level takes many forms . . . brochures, maps, accommodation and destination guides, posters and a substantial amount of face-to-face personal contact.

To increase efficiency in general management within the branch, several distinct units have been organized: Travel Counselling, Research and Reference, Distribution Services, Travel Accommodation Inspection and the Travel Information Centres.

Travel Counselling

Within the Travel Counselling unit, a total of 97,979 enquiries were serviced in the 1974-75 year. These included telephone and mail contacts but were separate from enquiries made at various Travel Information Centres.

The largest number of enquiries occurred in early spring (35,868) and then again in July (10,299). The fewest number of enquiries came in December of that period (1,946). The vast majority of all enquiries were general requests.

Some 41,224 enquiries originated in Canada with Alberta and Ontario together supplying 22,796. The fewest came from the Yukon (201).

California provided more requests than all other individual states in the U.S. with 3,959 enquiries.

Overall, enquiries were up over the 1973-74 period.

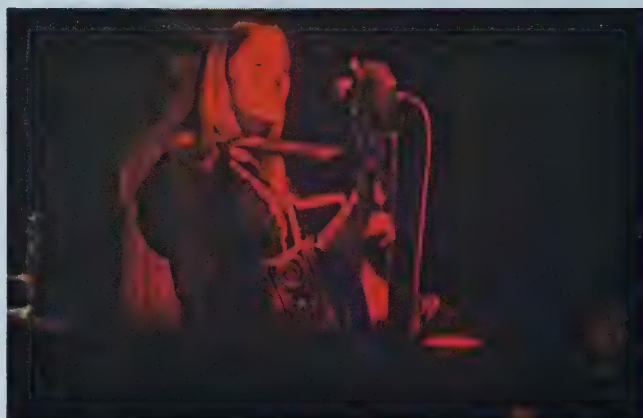
Members of Travel Counselling participated in nine travel industry shows making 13,623 separate contacts as a result. Some 11,620 contacts were made on the circuit of 13 visitor industry related conventions attended by unit members.

Travel Counsellor Training and Staff Development

In-service training is widely encouraged within the department. In this year, five staff members participated in "Weekend Alberta" tours and several staff took a variety of information and supervisor training courses.

Travel Counselling personnel took part extensively in audio-visual presentations, 23 school presentations and some travel shows.

During the year there were five resignations which prompted some re-evaluation of current positions. Three summer staff were hired to bring the staff complement to 11. One staff counsellor was assigned to the American Automobile Association offices from May through to August.





Reference...Ongoing Activities

Members of the Reference Section within Travel Information Services fulfill a variety of functions but are generally responsible for compiling information on a wide range of tourists amenities and for providing library and editorial services in response to specific requests.

Among the ongoing activities of the unit, several stand out. The largest project undertaken in 1974-75 was the revision and updating of the Travel Information Centre manual. Changes in the widely used manual centred around training topics, and the implementation of a more direct method of indexing.

Travel Alberta Talk

Travel Alberta's in-service and industry newsletter, Travel Alberta Talk was not issued as frequently in 1974-75 largely because of staff limitations and the general review of the newsletter's format and content. Four issues were published and distributed to 1,300 readers.

Weekend Alberta

The Weekend Alberta television system inaugurated in 1973 was repeated and extended in 1974. Ten additional programs were produced and because of Travel Alberta's closer association with professional television editors, the programs in this phase of the project were substantially improved over earlier productions.





Distribution Services

Large numbers dominate and define the workload of Distribution Services. Some 2,560,000 pieces of information were distributed in the 1974-75 period, half of this in Alberta with an additional 45 per cent split almost equally between the rest of Canada and the United States. The largest single item distributed was the Travel Alberta road map. In all, 800,000 of these were issued, mostly within travel kits sent on an individual request basis.

Bulk distribution grew within this period, a direct result of the intensified efforts of members of the Marketing Branch. Response has been most significant from California, the eastern U.S. seaboard and the Gulf States.

The "season peak" for mailing was extended from May to late July, largely because of response to the Travel Alberta ad campaign.

Displays distributed by this unit saw considerable mileage during 1974-75 being set up in four winter and four summer shows, as far away as Los Angeles. As a result, considerable time and effort was spent on display maintenance.

Tourist Accommodation Inspection

The Tourist Accommodation Inspection Program is directly related to the publishing of Travel Alberta's Accommodation Guide.

In the 1974-75 year, 772 inspections of hotels, motels, campgrounds and trailer parks were made. This necessitated travelling 22,000 miles. These inspections resulted in the addition of 29 hotel-motel establishments with 11,411 units. There are now 629 operations with 24,865 units currently in the program.

These inspections were carried out by three accommodation counsellors whose jurisdiction included commercially and municipally operated campgrounds and trailer parks.

The Travel Information Centre Program

The stated objective of TIC is to provide the travelling public as a whole with specific information and counselling on Alberta's visitor amenities. This service is designed to sustain and increase travel within the Province.

A staff of 74 — largely students — was hired to staff the 15 Travel Information centre "Teepees" sponsored by Travel Alberta. Records of contact activity at these centres reveal several interesting trends.

In total 111,685 travelling parties were serviced by TIC counsellors. The heaviest traffic occurred at Walsh (19,900) Fort McLeod (16,353), Banff (15,876), and Waterton (11,549).

Overall, there was an increase in attendance of 24,876 parties in 1974-75. The regions of heaviest activity remained approximately the same.

Of the visiting parties, 49.75 per cent were of Canadian origin, 45.3 per cent were from the U.S., 4.7 per cent were of foreign origin outside the U.S., .3 per cent were unaccounted for. Albertans represented 19.6 per cent (21,899) of the Canadian origin parties.

Seasonal comparisons of these figures reveal a 15.1 per cent increase in Canadian traffic to TIC sites, but only a 1.1 per cent increase in American parties. Yahn and Waterton were eliminated from these comparisons as they were sites added during the comparison period. The largest single state of origin for the U.S. was California, although total visitors from this location were down 2 per cent from 1973.

Special Projects: Travel Information Services

Perhaps the most interesting project undertaken in Travel Information Services centered around a mailing time survey conducted by Distribution Services.

The object was to ascertain the mailing time required for a first class and third class postage parcel in Canada and the United States.

The methodology employed was a simultaneous duplicate (first and third class) mailing to the enquirer. A questionnaire was provided along with a pre-stamped, self-addressed envelope to encourage response.

The letter to the enquirer pointed out that he or she would be receiving two identical parcels in response to their enquiry. They were asked simply to reply as to which parcel arrived when.

The survey revealed a negligible difference between the efficiency of delivery of first and third class mail in Canada but showed there was some advantage in mailing first class in the United States.

As a result, all Canadian mail is now sent third class by Distribution Services year round and is sent first class in the United States, January to August inclusively only. This one change is expected to show substantial saving on postage costs for Travel Alberta.



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